



Press information Lifestyle media  
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## **oio Sun – best UV protection for children’s eyes**

**With the latest oio Sun Collection Eschenbach Optik remains faithful to its reputation as Germany’s children’s glasses specialist. With the motto "The best for the youngest", the company has been taking care of children’s eyesight for more than twenty years. That includes sunglasses right from the early days. Really good sunglasses for little noses have to be scratchproof and have unbreakable lenses and frames, no sharp metal parts and offer full UV protection. This does of course apply to the whole oio Sun collection.**

But what’s the point of the most practical sunglasses if they stay in the drawer because the child doesn’t like them? The Eschenbach Optik designers make sure that this scenario doesn’t happen. Little ones can choose from a firework of colours and styles. From elegant to trendy, from cool to super-sporty – girls and boys alike will be spoilt for choice.

### **Bling bling fashion for little princesses**

Fashion-conscious young girls will have no trouble competing with their big teenage sisters for the chicest sunglasses. In all three fashion colours – apple green, cheery red and bright pink – oio Sun 835000 wouldn’t look out of place on the catwalk. The shield shape and colourful wide temples with flower designs will make sure that every little princess makes a grand entrance. The finishing touch is provided by the diamanté stones set into the temple arms.



Model 835000

There’s also a sporty little number that’ll make the competition pale into insignificance by comparison. Featuring fashionable colours and a flower pattern in particularly wide temples, plastic glasses model no. 835006 are a popular choice. Available in violet/pink, light blue/blue and dark orange/orange, they are a perfect complement to the young world of fashion and look good on all trendy young princesses.



Model 835006

### **Sporty and resilient models for boys and girls**

Children's sunglasses shouldn't just look good; they should also be able to stand up to a bit of rough and tumble. Not a problem with the one-piece moulded plastic frames and anatomically shaped nose bridges: Features which make the sunglasses highly resilient during play and sport.

Children have different-sized heads but sunglasses have to be a good fit. This is why models 835001 for girls, 835002 for boys and unisex model 835005 have special temples made half from plastic and half from soft, nubby rubber. This makes them quick and easy to fit and simplifies the optician's task of fitting the sunglasses to an individual child's head in the required size.



Model 835001



Model 835002



Model 835005

### **As cool as little motorcycle glasses**

The coolness factor of the oio 835003 cannot be overlooked. The plastic bridge separating the dark tinted lenses, very similar to shield glasses, makes them look like little motorcycle glasses. In black combined with yellow, olive or red, the nubby rubber arms with the cool logo have a striking appearance. The combination of softer plastic on the inside of the arms with harder plastic on the outside guarantees a snug fit. Because what could be less cool than glasses like this forever sliding down your nose?



Model 835003

## Let the sun shine – unisex model bang up to date

Models 830004 and 830005 are suitable for boys and girls. With a particularly attractive anatomical shape and fun nubby rubber temples, model 830004 is already a proven favourite in other colourways within the oio collection. Now this plastic frame is available in the colours black/apple green, raspberry/shocking pink and brown/turquoise. With contoured tinted lenses, model 835005 looks very dynamic.



Model 835004



Model 835005

Eschenbach Optik has put its twenty years of experience with children's sunglasses to good use in the oio sun collection 2010. All glasses guarantee full UV protection for children's eyes with high quality polycarbonate lenses.

### About Eschenbach Optik:

Eschenbach, based in Nuremberg, was founded in 1913 and is one of the leading manufacturers of optical products. With the introduction of the TITANflex brand to Germany in 1988, Eschenbach revolutionised the frames market with an outstanding innovation and laid the foundation for today's market leadership in Germany in the area of spectacle frames. The company has now built up 20 years of experience in Titanflex material – the superlight, highly resilient yet extremely flexible material “with a memory” offers perfect wearing comfort and designs in every style.

Today Eschenbach employs more than 500 people worldwide and is active in more than 70 countries across the globe.

You will find more information on the brands at [www.eschenbach-optik.com](http://www.eschenbach-optik.com).

### Press contact:

**More press information and pictures for download are available at [www.eschenbach-optik-pr.com](http://www.eschenbach-optik-pr.com).**

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